

Abstract of the Disclosure

In a multimedia call center (MMCC) operating through an operating system, a client-specific self-help wizard is provided for active clients and
5 updated periodically with information related to client transaction history with the MMCC. A connected client is presented by the wizard with a selective media function through which the client may select a media type for interaction and help, and the MMCC will then re-contact the client through the selected media. The client, for example, may select IP or COST
10 telephony, and the MMCC will place a call to the client to a number or IP address listed for the client, and interactivity will then be through an interactive voice response unit. Help information specific to a client is updated in the client's wizard periodically according to ongoing transaction history with the MMCC. The wizard may also monitor client activity with
15 the wizard and make reports available to various persons.